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CENTRAL INTELLIGENCE AGENCY

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REPORT

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installation of exterior radio
loudspeakers throughout Rumania.

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THE RUMANIAN BROADCASTING SERVICE

(End of 1958)

1. As early as 1950, the Council of Ministers of the People's Republic of Rumania (PRR) called for the establishment of a network of loud speakers (radiofication), and orders were immediately given for setting up a radiofication directorate in the Directorate General of Radio Broadcasting. In 1950, this became the General Directorate of Radio Broadcasting and Radiofication under the Council of Ministers, with Matei SOCOR as Director General.

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2. Ion CAMPEANU, [redacted]
[redacted] was put in charge of radiofication.

Dumitru GRIGORESCU, an engineer [redacted]

was appointed technical assistant. Smaranda TRIFAN [redacted]

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[redacted] was engaged as secretary. GRIGORESCU trained a team of 15 persons, composed partly of electricians and partly of persons without any particular trade. (He bought some material: 3-millimeter galvanized wire; built brackets on each of which he mounted two electric line insulators and installed the first radiofication station in the Steaua railroad quarter of Bucharest by attaching the brackets and their insulators to the walls of the houses.) He ran an insulated wire into each building and apartment, and the installation was ready. Since the tenants were all employees of the railroad, which also owned the buildings, no one objected to the installation. The station proper was set up in a centrally located room in the same quarter, with material imported from the USSR, which also

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supplied the loud speakers. Installation was very rapid, but far from technically perfect. As soon as it was completed, the rumor spread that it was for the purpose of listening in on conversations inside the houses. Many short-circuited the wires leading into their houses. Since all the loud speakers were connected in parallel on the same line, the fuse at the central station was blown, putting all loud speakers out of function. It took several months to convince the people that the equipment was not for listening, but for very reasonable, almost free, transmission of radio programs. They were only asked to pay for the loud speakers, approximately 30 lei. When the people became convinced that it was not a microphone, they stopped wrecking the installation and were satisfied with shutting off the loud speakers.

3. When the work in the Steaua quarter was completed, construction of a wire network for the petroleum city of Moreni was started, but loud speakers and equipment for the stations were lacking. The work went forward without many difficulties, but there was skepticism^{SV} regarding results. Attempts were made at propaganda, pointing out that the loud speakers were the Party's gift to the workers. Results were nevertheless extremely negligible (for two reasons: (a) the workers^{workers} were more or less soldiers of fortune, or persons with a vague knowledge of electricity, former chauffeurs now without cars, etc. In answer to the inhabitants' questions about the radiofication installations, these workers not only failed to promote the propaganda, but moreover said they were doing what they had been told to do, inasmuch as that was what they were being paid for. ^{SV} Not even the local Party members knew much about the radiofication project or about how radiofication

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worked. They only knew that they had to support this operation with every means, in compliance with orders issued by the Central Committee of the CP.

4. The operation had the complete backing of the authorities and the Party. Cars carried the inscription: Committee of Radio Broadcasting and Radiofication of the Council of Ministers, and this inscription greatly impressed the people. The foreman's crew used the same legend. The men received free lodging and ate in the best local eating places at nominal cost, sometimes even free of charge. Whenever the foremen pointed out a house as being the most suitable for the installation of a station, the house was evacuated of its occupants and placed at the disposal of the radiofication crews.

5. That was the beginning. Following Moreni, in 1951 four engineers who had resigned, or been discharged, from the Telephone Company were hired; 45 workers were also hired, and organized into four crews to put up the lines (loud speakers were still lacking) in the following localities: Petrosani, Petrila, Lupeni, and Aninoasa, in workers' districts, but only in buildings owned by the State enterprise. The idea was to equip the worker centers first. The work usually took 40 days; wages were fairly good, considering that the men received a bonus, and that transportation costs were taken care of. They paid very little for food and lodging.

6. This time, the technology of telephone installation was adopted. Electric light poles were used, maintaining a distance of at least 1.5 meters below the switches wherever possible; and, from the beginning, certain work incidental to radiofication (for example, putting up additional poles) was obviated.

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7. Next, radiofication work was carried out successively in Resita, Bocsă-Romana, Bocsă-Montana, and Anina; then in Cugir and Hunedoara. All through 1951, installation of lines continued, but without either stations or loud speakers. Installation of stations and loud speakers started in December 1951 and early 1952. Initially, (1952 and 1953), these stations only transmitted rebroadcasts from the Bucharest radio station. Then gradually studios were set up at the stations for local broadcasting. The studios began transmitting local news, lectures, and artistic performances by local collectives, so that, little by little, people began to ask for these installations which, formerly, had had to be forced upon them.
8. After installation in industrial centers had been completed, it was extended to agricultural centers, particularly to those in which collective farms were located, in the members' homes.
9. In 1952-1953, 130,000 loud speakers were installed; this figure grew to 400,000 in 1954-1955, and 350,000 in 1958; and plans call for one million in 1960. The increase in installations can also be laid to the abandonment of the idea of using broadcasts from the Bucharest station only for propaganda purposes. Up to 1954, 90 percent of the broadcasts were of this nature; since then, there has been a sharp reduction to the present 20 percent. But, if the rest of the program is not outright propaganda, it is because the propaganda has become more subtle. It is put across by allusions and analogy, and not by direct methods as formerly.

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10. The personnel force of a radiofication station includes: (a) technical personnel: a station manager, three operators, and one or two linesmen; (b) programming personnel: a commission composed of a representative of the People's Council and a representative of the Administration. Almost every station has a studio and a residence for the station manager.
11. They use TU-500 stations rated at 500 watts, supplied by the USSR; 250-watt stations from the same source; and 250-watt stations produced by the factory located at Calea Rahovei, Bucharest. The loud speakers are permanent-magnet dynamic rated at 0.25 watts, produced by the "Radio Popular" Factory, priced at 80 lei.
12. Installation techniques are the same as those used for the installation of telephones. A circuit is installed with galvanized steel [wire] 3 millimeters in diameter, and the loud speakers are then connected to insulated wires running from the circuit wire.
13. Radiofication personnel draw excellent salaries, compared with those paid to telephone workers.

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